



## **Spread the Word: Programme Manager Job Pack**

Full time. Permanent.

£32,000 - £35,000 dependent on experience

Spread the Word is seeking a talented and creative individual to lead on organising, managing and executing our year round programme of workshops and events alongside strategic programmes of activity. This is an exciting and dynamic role focused on opening up opportunities and providing support for London's writers and building wider engagement with writing and reading across London's communities.

The primary role of the **Programme Manager** will be delivering a regular programme of craft and career opportunities, developing writer and reader focused programmes through partnership working and managing high profile strategic programmes such as the Young People's Laureate for London. The **Programme Manager** works closely with the Director to ensure that Spread the Word's work is focused on making the most difference it can for writers and readers in London.

The **Programme Manager** must have experience in the literature/ publishing industry and a range of contacts among writers, publishers, agents and literature/ arts organisations. A breadth and depth of knowledge of writers and literature, with an emphasis on London, is important, as is experience of devising and managing programmes of activity, partnership development and fundraising. Exceptional organisational skills and good written and verbal communication and financial skills are also necessary.

This is an exciting time for the organisation as we seek to increase our reach and impact for London's writers, move in to our next round of Arts Council England National Portfolio funding for the period 2018-22 and launch a major London-wide initiative - the London Writers Awards. The **Programme Manager** position provides an ideal opportunity for someone who has the experience, skills and knowledge to play a leading role in developing, discovering and supporting talented writers in London and engaging audiences with their work.

Based at our office at The Albany in Deptford, SE8, the successful applicant will be a valued member of the small core team that currently comprises of:

- Director *Ruth Harrison*
- Communications and Projects Manager *Laura Kenwright* (part-time)
- Writer Development Manager *Eva Lewin* (part-time)
- Communications and Projects Assistant *Aliya Gulamani* (Part-time)
- Bookkeeper *Eleanor Harris*

## **1. About Spread the Word:**

Spread the Word is London's literature development organisation. A charity founded in 1995 by novelist Bernardine Evaristo MBE and Ruth Borthwick (now Director of Arvon), we work to support, develop and advocate for London's writers and to develop a thriving and diverse literature scene in London. We are an Arts Council England National Portfolio Organisation, and also receive funding from Foundation for Future London and the Esmée Fairbairn Foundation to deliver specific programmes. We work with fiction, non-fiction and short story writers, poets, graphic novelists, digital writers and playwrights.

Our vision: *London's diverse writers make their mark – on the page, the screen and the world.*

Our mission: *We find and support the best of London's new writers and campaign for diversity in writing. We do this by advocating for London's writers and providing development and engagement opportunities.*

Our values: *Committed, Collaborative, Adventurous*

Our key audiences are: writers; readers and audiences; publishers and agents; partner organisations and funders.

Spread the Word works across London and delivers a regular programme of affordable workshops, events and masterclasses that are open to public booking alongside the London Writers Network, a membership scheme focused on developing a career as a writer. Our strategic programmes of activity include:

- **Young People's Laureate for London** (a cultural leadership role focused on engaging young people in London with poetry through the issues that concern them, a post held previously by Warsan Shire, Aisling Fahey, Selina Nwulu and currently by Caleb Femi);
- **Flight 1000** (a year-long development Associate programme for three individuals from backgrounds underrepresented in the publishing industry due to close at the end of December 2017 after a three year funding cycle ends);
- **London Short Story Prize** (annual prize for short fiction writers);
- **Life Writing Prize** (annual national prize for emerging life writers);
- **Free Reads** (in partnership with The Literary Consultancy, a yearly opportunity for editorial manuscript reads for writers on low-incomes).

We are currently running two major collaboration programmes:

- **Young People's Laureate Tour** in partnership with the Association of London Chief Librarians, The Reading Agency, A New Direction and funded through Arts Council England's Strategic Touring Fund;
- **City of Stories** in partnership with the Association of London Chief Librarians and working across 20 London library services.

### **3. Terms and Conditions:**

<b>Job Title</b>	Programme Manager
<b>Location</b>	Spread the Word offices, The Albany, Douglas Way, SE8 4AG and various locations across London as job requires
<b>Reporting to</b>	Director
<b>Contract</b>	Full time (40 hours per week). Permanent.
<b>Salary</b>	£32,000 - £35,000pa dependent on experience
<b>Annual Leave</b>	25 paid leave per annum in addition to Public and Bank holidays
<b>Probation</b>	6 months, with 1 month notice within this period and 3 months after
<b>Pension</b>	Spread the Word runs the NEST pension scheme
<b>Key contacts</b>	Internal: Director, Communications and Projects Manager, Writer Development Manager, Communications and Projects Assistant, Bookkeeper  External: Partner organisations, funders, writers, freelance contractors, readers, audiences, participants
<b>Expenses</b>	You will be reimbursed for all reasonable travel, accommodation and other expenses which are wholly and necessarily incurred in relation to the performance of your duties and responsibilities, in line with Spread the Word's expenses policy.
<b>Hours of Work</b>	Standard hours are 8 hours a day and must be worked between 9am and 7.00pm. Due to the nature of the role there will be some evening and weekend work required. There is no overtime allowance but time off in lieu (TOIL) should be taken as soon as possible after it is accrued in agreement with your Line Manager.

### **4. Job Description:**

#### **Key purpose:**

1. Leading on devising and delivering a regular high quality programme of craft and career development opportunities for writers in London as agreed with the Director;
2. Working with the Director to develop programmes of activity to extend reach and deepen engagement through strategic partnerships and fundraising;
3. With the Director, managing strategic programmes of work, including the Young People's Laureate for London programme;
4. Working collaboratively with other team members to effectively market, communicate and evaluate programmes and projects.

#### **Areas of responsibility:**

##### **Programme**

- To co-ordinate with the Director the delivery, booking of venues, artists for the regular programme of high quality, low cost workshops, events and masterclasses that is reflective of and responsive to the needs of writers in London;

- To develop projects with the Director that extend reach and broaden engagement with writers and audiences in London;
- To work with the Director to identify and actively build networks and develop relationships with a range of writers, practitioners and partners to support programme development and delivery;
- To manage, develop and deliver the Young People's Laureate for London programme;
- To work with the Communications and Projects Manager to ensure the programme is accessible and attractive to a diverse audience and, where appropriate, programming events specifically tailored to attract under-represented groups;
- To work with the Writer Development Manager to identify talent and provide progression routes for talented writers;
- To attend the programme of activities as a representative of Spread the Word – meeting and greeting guests / tutors/ performers;
- To work with the Director to monitor and evaluate programmes against strategy and for impact and producing evaluation reports as required.

#### **Income generation:**

- To maximise programme income potential and to reach agreed targets;
- To work with the Director to develop fundraising activity to sustain and grow strategic programmes of activity;
- To work with the Communications and Projects Manager to promote through engagement with the London Writers Network membership offer;
- To actively identify and develop partnerships and fundraising applications that generate income for project work.

#### **Marketing and communication**

- To work with the Communications and Projects Manager to develop effective communications and marketing campaigns for programme activity to agreed deadlines;
- With the Director, to develop advocacy materials as required;
- To support and inform the communications strategy where appropriate.

#### **Team Working**

- To work collaboratively with team members to deliver our vision and mission;
- To maintain positive and constructive relationships with strategic partners and funders.

#### **Administration**

- To act as the main contact for programme enquiries through meetings and on the phone and via email;
- To manage programme administration, budgets and evaluation processes;
- To provide support with preparing fundraising applications, board papers, evaluation reports, presentations, events, press and PR as necessary.

## **General**

- Carrying out duties in accordance with Spread the Word's policies, mission, vision and values at all times;
- Engaging in training and professional development opportunities as appropriate;
- Act as an ambassador for Spread the Word, representing the organisation externally in the best possible light in accordance with mission/ vision / values;
- Support the team with adhoc duties that might reasonably be deemed to be within the status of the job and appropriate to the post;
- On occasion you will be working with vulnerable adults and children and young people and you will require a DBS check. If you do not already have this, we can apply for one for you.

## **5. Person Specification:**

### **Essential**

- A minimum of three years' experience in a programming and/or activity generation role, ideally in a cultural and/ or charitable organisation;
- Experience of developing content for writer and reader focused workshops, masterclasses and events;
- Experience of developing and managing programmes of activity;
- Proven experience of fundraising and income generation;
- Experience of arranging and managing literary or cultural events of different scales;
- Demonstrable knowledge of and a passion for literature and writing;
- Wide network of contacts within the literature, publishing and writing/ cultural scene;
- Experience of identifying and maintaining partnerships with a range of individuals and organisations;
- Experience of supporting communications and marketing campaigns;
- Strong communication (written and verbal), finance and IT skills;
- Excellent organisational and multi-tasking skills;
- Able to work with a team and independently;
- Able to work to agreed deadlines and achieve targets;
- Listens well and is willing to share knowledge and resources;
- Is adaptable; open to change and new priorities;
- Empathy with the mission and values of Spread the Word.

### **Desirable**

- Experience or understanding of working for a small organisation;
- Experience of briefing and working with freelancers;
- Experience of managing budgets and evaluation processes.

## **5. Recruitment process:**

**Job advertised from:** Tuesday 10 October

**Closing date for applications:** 5pm, Friday 3 November

**Shortlist confirmed:** Wednesday 8 November

**Interviews will be held on:** Friday 17 November

Please send your completed Application Form and Cultural Diversity Monitoring Form with the subject heading: 'Application for Programme Manager + your name' by email to Ruth Harrison, Director: [ruth@spreadtheword.org.uk](mailto:ruth@spreadtheword.org.uk)

*Please note that late applications will not be considered.*

If you would like to have a discussion about the role please contact [ruth@spreadtheword.org.uk](mailto:ruth@spreadtheword.org.uk) to arrange a convenient time to speak.

## **6. Equal Opportunity Monitoring**

Spread the Word is committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

To ensure we meet the aims of our Equal Opportunities policy all applicants need to complete the Spread the Word equal opportunity monitoring form included at the end of the job application form. The forms are separated immediately from the applications on submission. Please ensure your equal opportunity monitoring form is submitted with your application if you wish to be considered for the post.